

# Tourist operators learn they must work together

From page 1.

holiday seekers.

But in a presentation to the region's planning and economic development committee last November, Ms McGowan also predicted fierce competition from other destinations, vying for the same jittery travellers.

The department is now awaiting the release this fall of a Statistics Canada report on Canadians' summertime travel patterns. Ms

McGowan said the information will be used to identify and target areas for more intense promotion in the future.

"(The statistics) help us to understand where our visitors are coming from," Ms McGowan said. She is hopeful tourism operators will continue a trend toward working co-operatively to package York Region as a multi-faceted tourist destination.

That approach seems to be working in Georgina, where early indicators point toward a successful

tourist season, according to chamber of commerce president Daniel Girard.

*"We've had visitors from all over the U.S. and Canada. The general consensus is that it has been pretty good."*

Mr. Girard said statistics compiled at the chamber's tourist infor-

mation office indicate visitors came from far and wide to enjoy the town's attractions and proximity to Lake Simcoe.

"We've had visitors from all over the U.S. and Canada," Mr. Girard said.

"The general consensus is that it has been pretty good."


That's welcome news to a community whose economy was ravaged last winter, when mild temperatures all but obliterated the ice fishing season and cancelled the Canadian ice fishing champi-

onship, a huge money-maker for local businesses. It has been estimated as much as \$14 million was lost.

The experience has taught business people not to depend too heavily on one season or event and to try to package promotions and other innovative ideas, Mr. Girard said.

"That's the message we're trying to propagate: We're not in this alone," he said.

"We've got to stand arm in arm and promote the area."



**ARE YOU ON THE BETTER SIDE OF 50** & shopping for a new home to fit your lifestyle?

Explore all your options... ATTEND THE **Retirement Housing Forum** at the **Forever YOUNG 50 Plus Lifestyle & Travel Show**

Presented by **THE TORONTO STAR**

**FRIDAY, SEPTEMBER 6 & SATURDAY, SEPTEMBER 7, 2002**  
METRO TORONTO CONVENTION CENTRE, NORTH BUILDING, HALL A, 255 FRONT ST.  
FREE SEMINARS WITH \$5.00 ADMISSION TO THE 50+ LIFESTYLE & TRAVEL SHOW

**Forever YOUNG**  
CANADA'S LEADING PUBLICATION FOR TODAY'S FIFTY-PLUS LIFESTYLE  
PRESENTS  
**50 PLUS LIFESTYLE AND TRAVEL SHOWS 2002**

**www.CorporateMarkham.com**

**Markham's Corporate & Community Information Online**



The Home Show with a difference  
October 25, 26 & 27  
Markham Fair Grounds  
www.markhamhomeshow.com

The music you love hits the air **Monday August 19th at 6:00 a.m.!**

**THE NEW COUNTRY 95.3**  
we love our COUNTRY

Listen for the Song Of The Day to win **\$1000!** One winner every day.

Contest starts September 9 & ends October 4, 2002

**Yes!** INCLUDE ME/US IN THE FOLLOWING SESSIONS:

FRIDAY, SEPTEMBER 6, 2:15pm Presented by **Forever YOUNG**  
**"EXPLORING RETIREMENT HOUSING OPTIONS"**  
Explore the many options available: Active Adult Communities, Land Lease Properties, Condo Living and much more! Presenter: P.J. Wade, Forever Young Housing Expert.

FRIDAY, SEPTEMBER 6, 3:00pm  
 SATURDAY, SEPTEMBER 7, 2:15pm Presented by **Century 21**  
**"SELLING YOUR FAMILY HOME"**  
This comprehensive workshop deals with all issues that mature consumers must consider when selling their family home.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
# of people in your party to attend: \_\_\_\_\_

Mail or fax this registration form, by September 4, to: FOREVER YOUNG NEWSMAGAZINE  
467 Speers Road, Oakville L6K 3S4. Fax (905) 337-5571 - Attn: Shannon

TO PRE-REGISTER, COMPLETE AND RETURN BY SEPTEMBER 4, 2002

**Flyer WATCH Inserts for Saturday August 31, 2002**

Dominion*	Industries*	Nursing Event	Living Art of
Sears -	Radio Shack*	Program*	Kleinburg*
Furniture and	Zehrs*	David	Office Depot*
Appliances*	Cornell	Khurana*	North Durham
Sears*	Dental*	Learning Fun	Real Estate*
Grand & Toy*	The Building	Daycare*	Manhattan
The Bay*	Box*	Home	Cleaners*
F.M.	Career Fair -	Hardware*	

**NO ONE DELIVERS RESULTS LIKE WE DO!** selected areas only

To find out more about how to reach your target market and get the same great response from your flyer distributions as these customers call us today!

905-294-3882

**PEPPERTREE KLASSICS**  
Women's Fashions & Shoes

**New Fall Fashions arriving daily.**

**BACK TO SCHOOL SALE 3 DAYS ONLY**

**20% OFF**

\*Off regular ticket prices ~ Sale ends Monday, September 2, 2002

**HOLIDAY HOURS**  
Sat. 9 - 5:30 pm  
Sun. 12 - 4:30 pm  
Mon. 12 - 4:30 pm

**137 Main St. N. Markham**  
**905-294-3882**  
**www.peppertree.ca**

